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TITLE : COSMETIC AND MAKEUP

ABSTRACT : PROBLEM TO BE SOLVED: To obtain a cosmetic presenting nice appearance without making skin texture and wrinkles noticeable, by formulating a specific highly cohesive titanium oxide and silicone elastomer spherical powder:

SOLUTION: This cosmetic is obtained by formulating (A) pref. 0.5-50 wt.% of highly cohesive titanium oxide with anatase crystal form, having a primary particle size of 0.001-0.15 μm and a secondary particle size of 0.6-2.0 μm and (B) pref. 0.3-70 wt.% of silicone elastomer spherical powder (three-dimensionally crosslinked-type silicone powder aggregate with the primary particle of spherical shape, e.g. Torayfil E-507). By the way, use of the component B as a kneaded paste prepared by being subjected to kneading treatment beforehand improves touch feeling, forms a uniform coating film, and further improves texture/ wrinkle-hiding effect.

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